



BSR®

The Business of a Better World

Corporate Volunteering for Impact

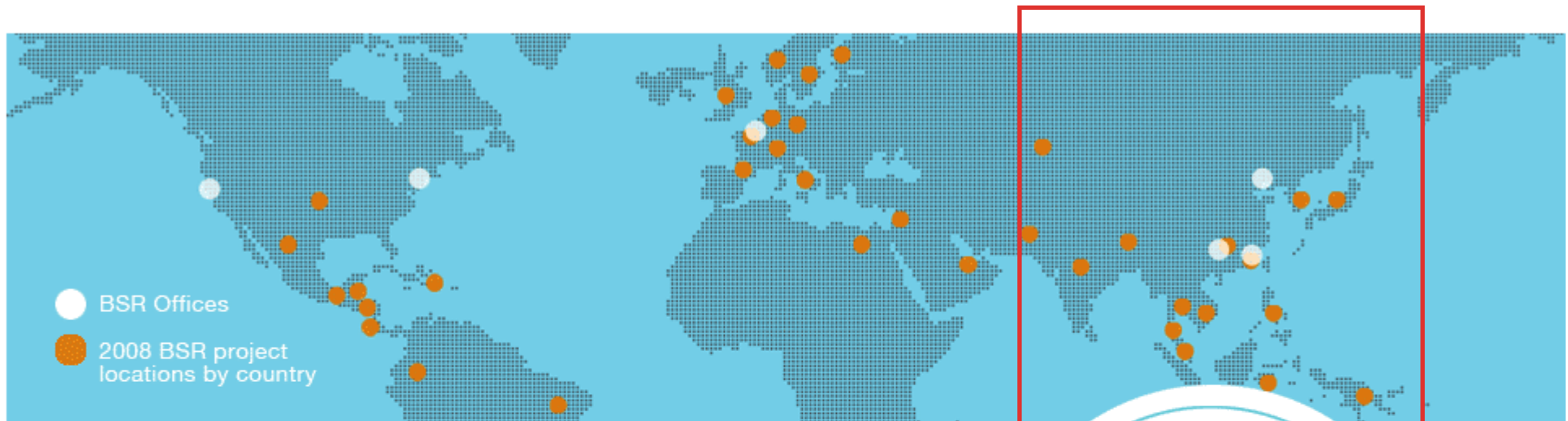
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Agenda

- Business Role in Society
- Current Problems with Corporate Volunteering
- The Corporate Volunteering Opportunity
- Benefits to Corporate Volunteering
- Effective Volunteering Programs
- Case Studies
- Conclusion

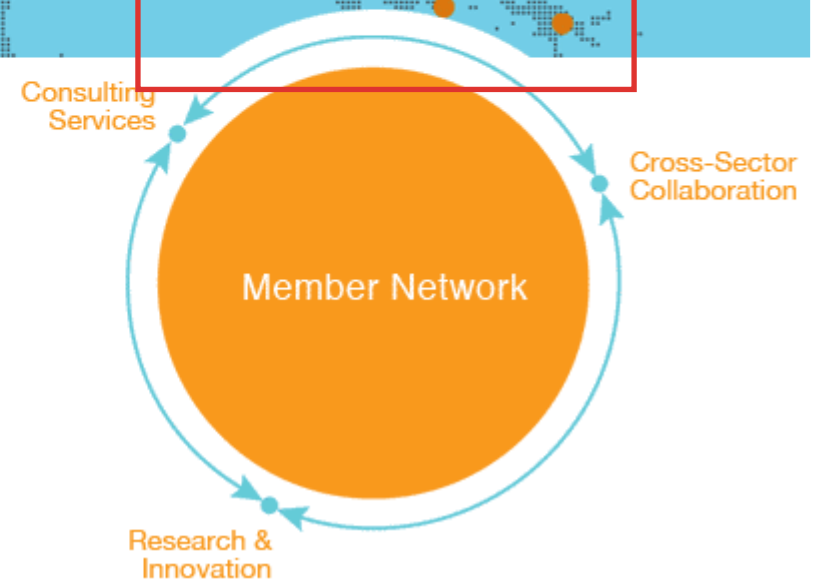
BSR's Global Work



At BSR, our mission is clear:
We work with business to create
a just and sustainable world.

We have worked in more than 70
countries from six offices in Asia,
Europe, and North America

San Francisco, Beijing, Guangzhou
Hong Kong, New York, Paris



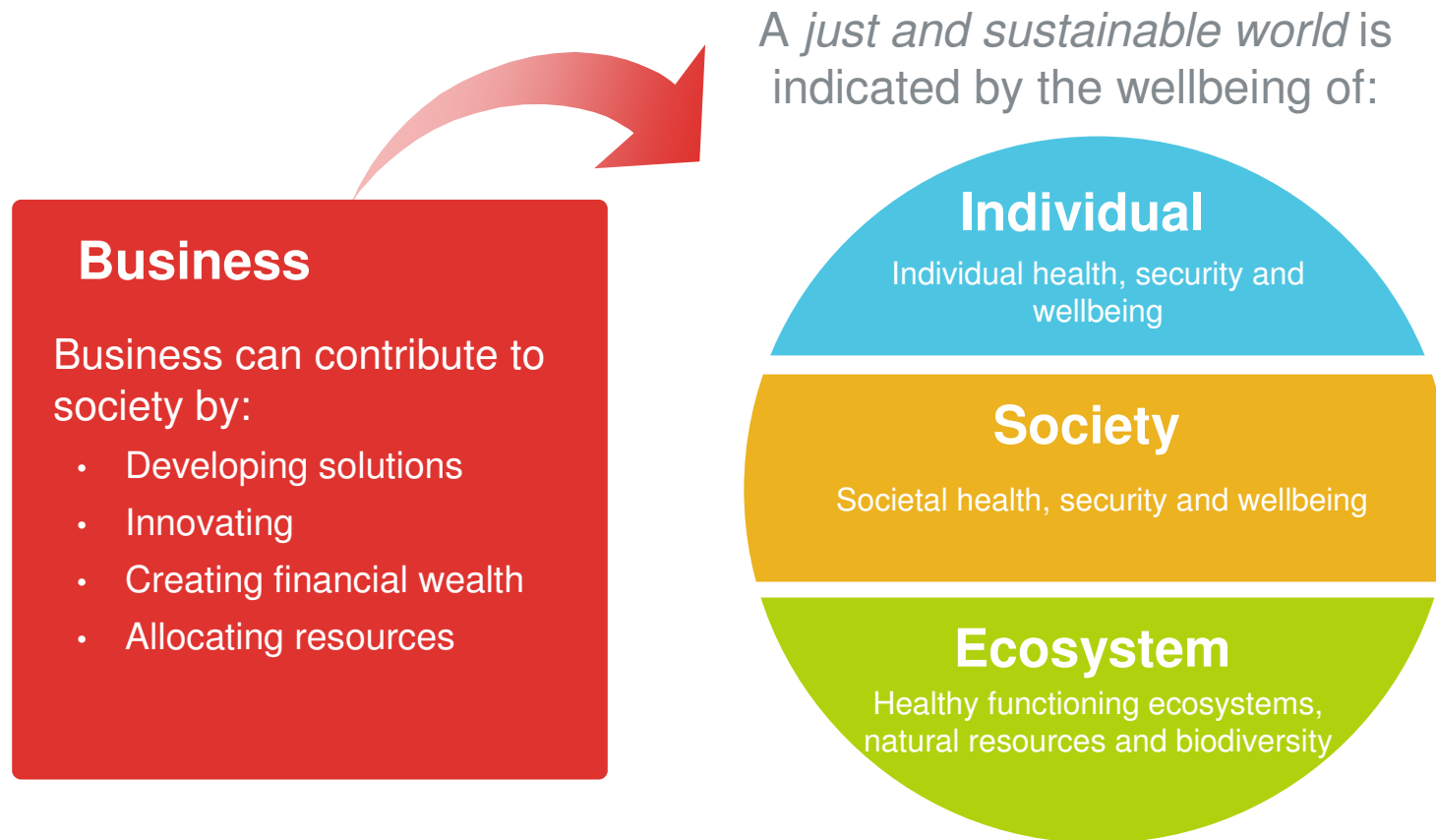
CiYuan: China Philanthropy Incubator



**Building Cross-sector Partnerships
to Enhance Social Investment in
China**

Corporate responsibility is aligning business with the world's needs

Business has the potential to promote the wellbeing of the world through problem solving and wealth distribution.



Business Role in Society

“Business cannot succeed in a society that fails”.



“The more successful a society is, the more successful a business can be”.

Current Problems with Corporate Volunteering

- The greatest barrier to more effective corporate volunteering programs -that benefit both communities and businesses- is a lack of understanding of the benefits to businesses.
 - Thus a lack of resources are invested in making sure they are successful.
- Often more beneficial to companies than to society bearing in mind the effort and investments made.
- Provide good reputational benefits for businesses and can be motivational and fun for employees.
- Rarely provide real benefits to communities or are actually designed to provide benefit to communities.
- Often short-term, last-minute organized, media-oriented, and drain of resources on communities.
- Non-profits bend over backwards for businesses!

The Corporate Volunteering Opportunity

- Volunteering efforts should be strategic and part of a broader strategy.
- They should be leveraged (to provide greater benefits for others).
- They should leverage existing corporate and non-corporate activities or resources in order to be as impactful as possible.
- Businesses have tremendous assets -their greatest asset is their people- yet struggle to apply them to help communities.
- Businesses are missing golden opportunities to have a great return on their volunteering investments.

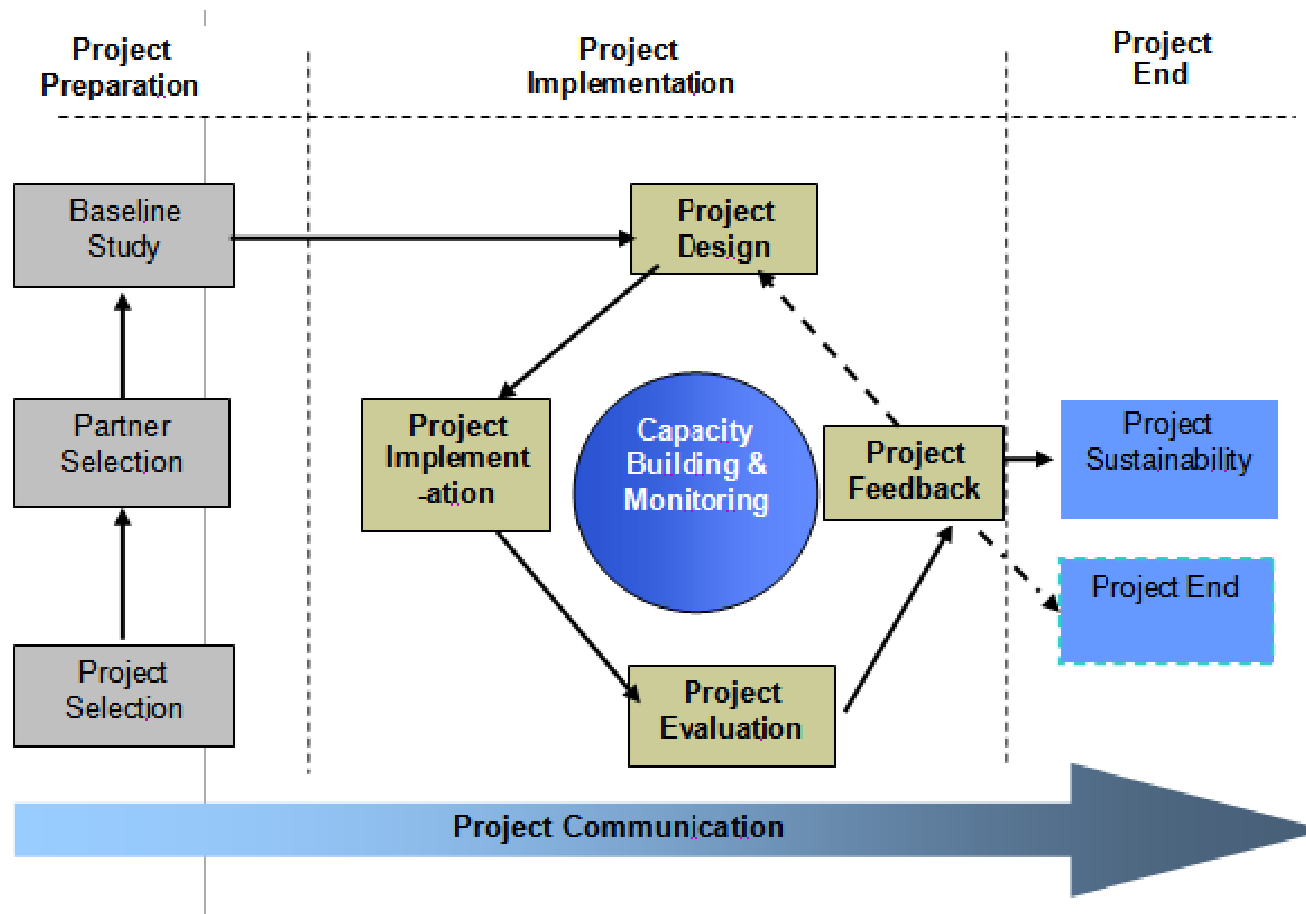
Benefits to Corporate Volunteering

- Employee Engagement
- Consumer Engagement
- Market Research and Insights
- Employee Development
- Relationships

Effective Volunteering Programs

- Why is the activity happening and for whose benefit? The volunteer, the community/organization, or the company?
- How long is the duration of the activity? Will it be short-term, one-off activities which are most convenient but may add limited value? Can teams be used to combine individual short-term volunteering to provide long-term volunteering?
- Does the cost of the activity outweigh the benefits? Are the activities part of a well-funded program and thus a carefully planned out component of a broader initiative that is really focused on impact?
- Is the partner suitable, incurring any costs (including opportunity costs), having any ownership over the activities, or able to handle the volunteers/activities?
- Are there any unintended consequences, such as being harmful to beneficiaries, making partner organizations reliant on unreliable source of resources, or might it actually be better to be paying long-term staff than using volunteers?
- Employee and Senior Leadership Participation

Bayer Cares



- Impacts on different partners

Cargill Cares Councils

- Purpose
 - Engaging Employees
 - Enriching Communities
 - Engaging other stakeholders (customers, suppliers and governments)
- Effective mechanism of using employees.
- Business Benefits.
- Long-term involvements in local communities so impacts possible –though not always achieved, or known.

Conclusion

- Corporate volunteering is an untapped opportunity for great benefits with little investment.
- If businesses recognize the benefits to them they will invest more in smart volunteering and this should benefit communities.
- Elevate volunteering to a strategic priority and involve strategy, R&D, sales, marketing, government affairs HR etc.
- Unleash employees.
- Businesses must stay focused on ensuring activities are part of broader strategies that have impact
- Volunteers should be part of a well designed program supported by experts and finances.

Thank you for listening

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